

Schools Can Win with Better Nutrition and Physical Activity

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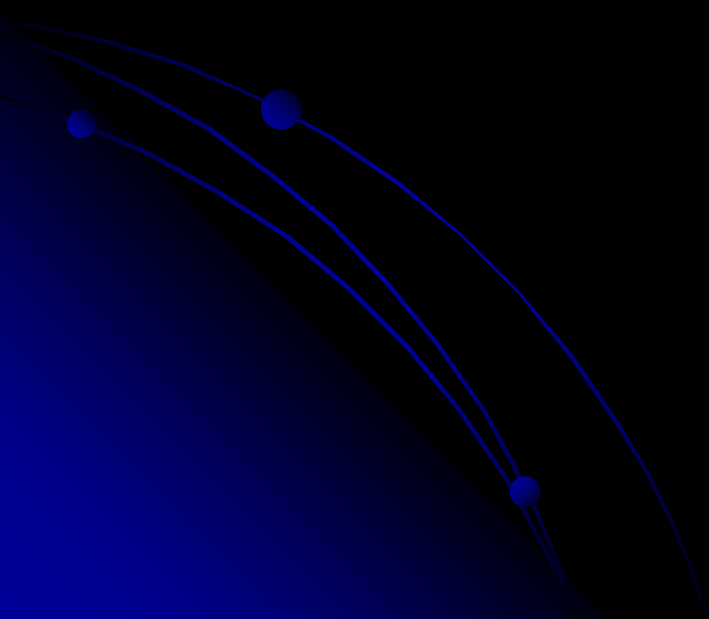
Child Nutrition Division/FNS/USDA

September 13, 2005



Topics

- Local Wellness Policies
- *HealthierUS* School Challenge
- *Making It Happen!*



Local Wellness Policies

- Required by Section 204 of P.L. 108-265
 - CN Reauthorization Discussion
 - Schools participating in NSLP or SBP
 - Local wellness policies in place by July 1, 2006
- USDA technical assistance efforts



Five Components

- Goals
 - Nutrition
 - Physical activity
 - Other school-based activities that promote health
- Nutrition guidelines for all foods on campus
- Guidelines for reimbursable schools meals
- Plan for measuring implementation
- Community involvement

Federal Responsibilities

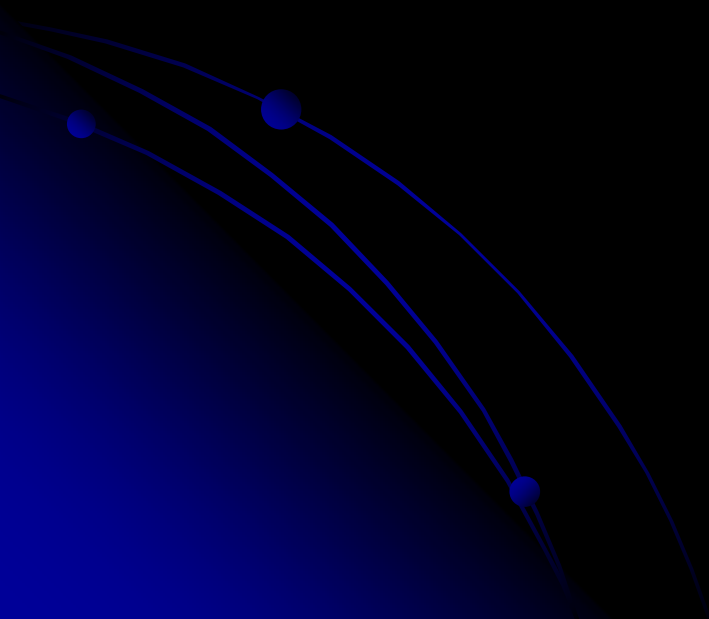
- Partners:
 - USDA-FNS
 - DHHS-CDC
 - ED-OSDFS
- Technical assistance
- Cannot mandate a certain policy be used

Collaborators

- 19 education and health groups
- Provide input on resource development
- Help identify local policies and resources
- Assist LEAs through their local memberships
- Promote awareness of local wellness policies (LWP)

Wellness Policy Web Site

- [www.fns.usda.gov/tn/
Healthy/wellnesspolicy.html](http://www.fns.usda.gov/tn/Healthy/wellnesspolicy.html)



Website Contents

- Policy requirements
- Local process: How to create, implement, and evaluate a wellness policy
- State and local policies
- Implementation tools and resources
- Funding opportunities
- Frequently asked questions

Wellness Policy Team

- Use an existing team
 - Coordinated School Health Program
 - Team Nutrition team
 - Health council
 - Others
- Start a new team

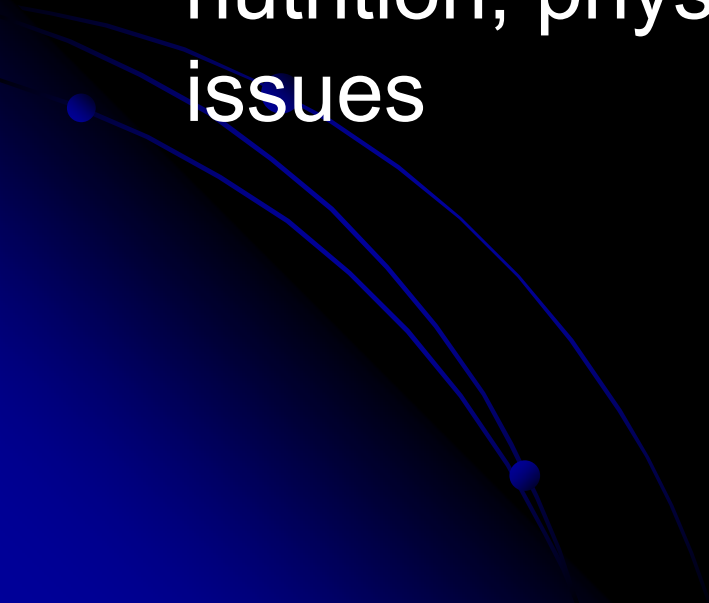


Community Involvement



- Parents
- Students
- Representatives of district's foodservice
- Representatives of school board
- School administrators
- Members of the public

New or Revised Policy?

- Start from scratch?
 - Revise a current policy?
 - State or district policy on wellness, nutrition, physical activity or other wellness issues
- 

Nutrition Education

Sample policy language:

- Students in grades preK-12 receive nutrition education that is interactive and teaches the skills they need to adopt healthy eating behaviors.
- Students receive consistent nutrition messages in the classroom, cafeteria, and throughout the school.

Physical Activity

Sample policy language:

Students are provided opportunities for physical activity during the school day through -

- Daily recess periods
- Elective physical education (PE) classes
- Walking programs
- Integration of physical activity into the academic curriculum

Other School-Based Activities

Sample policy language:

- Enough serving areas are provided to ensure student access to school meals with a minimum of waiting time.
- Adequate time to enjoy eating healthy foods with friends is provided.
- Food or physical activity is not used as a reward or punishment.

Nutrition Standards for All Foods on Campus

Sample policy language:

- Guidelines or standards are established for foods and beverages sold à la carte in the school cafeteria.
- Guidelines or standards are established for foods and beverages sold in or part of:
 - vending machines, snack bars, school stores
 - concession stands
 - school-sponsored fundraising activities

Reimbursable Meals

- Ensure that guidelines for reimbursable school meals are not less restrictive than USDA rules.



USDA Tools and Resources

- *Changing the Scene: Improving the School Nutrition Environment* – Team Nutrition/FNS
- *Making It Happen! School Nutrition Success Stories* – FNS/CDC/ED
- *HealthierUS School Challenge* – USDA

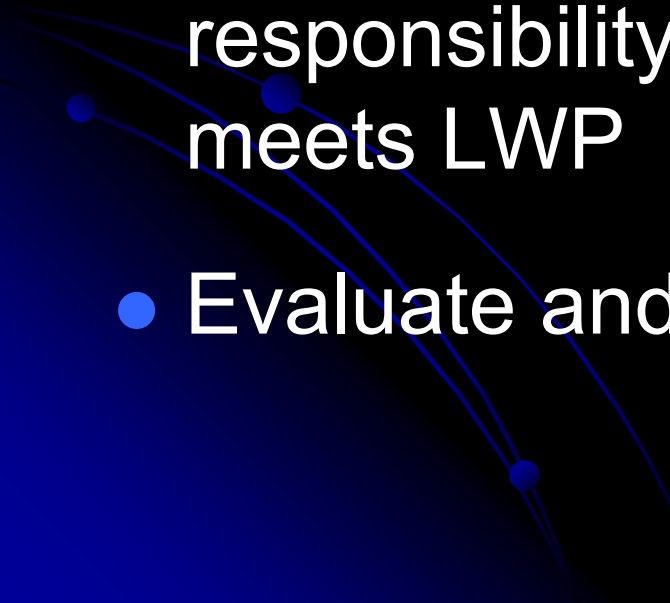
CDC Tools and Resources

- *Guidelines for School Health Programs to Promote Lifelong Healthy Eating*
- *Guidelines for School and Community Programs to Promote Lifelong Physical Activity Among Young People*
- *School Health Index: A Self-Assessment and Planning Guide*

Other Tools and Resources

- *Fit, Healthy, and Ready to Learn* – NASBE
- Wellness Policy Tool – AFHK's website
 - www.afhk.org/resources_wp.php

Implementation

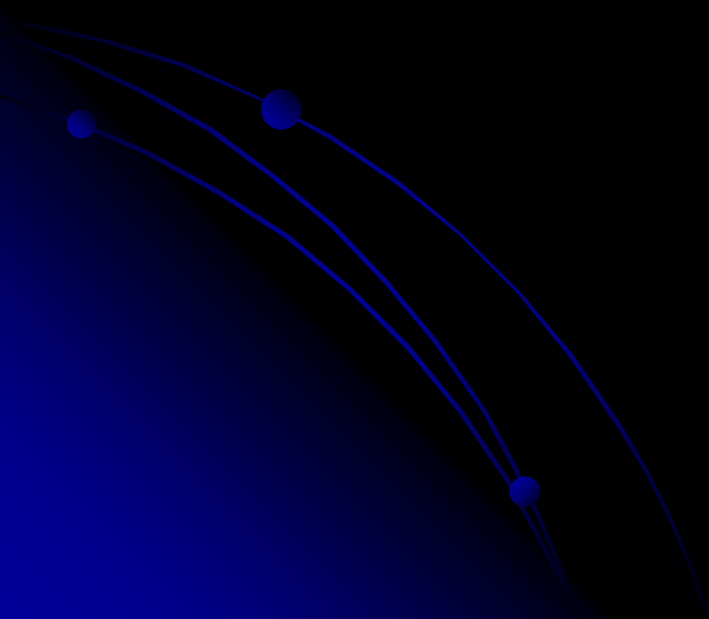
- Plan for measuring implementation of the local wellness policy
 - Designate one or more persons within the LEA or each school with operational responsibility for ensuring the school meets LWP
 - Evaluate and improve as you go
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*Healthier***US** School Challenge

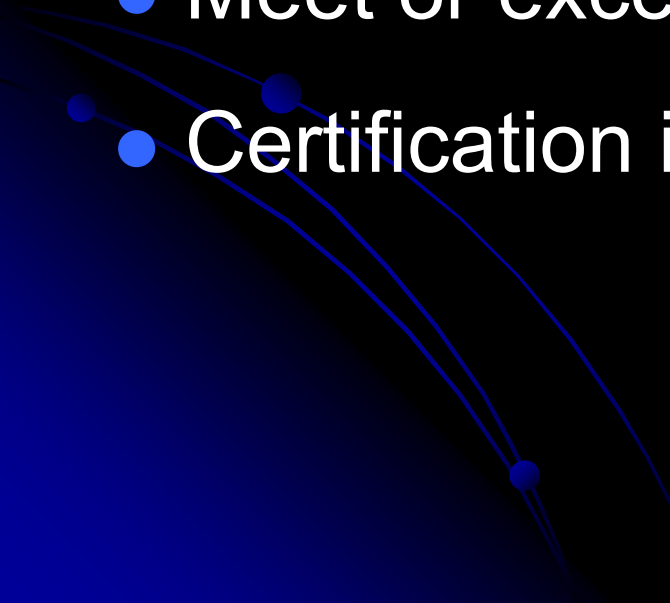


Recognize Schools

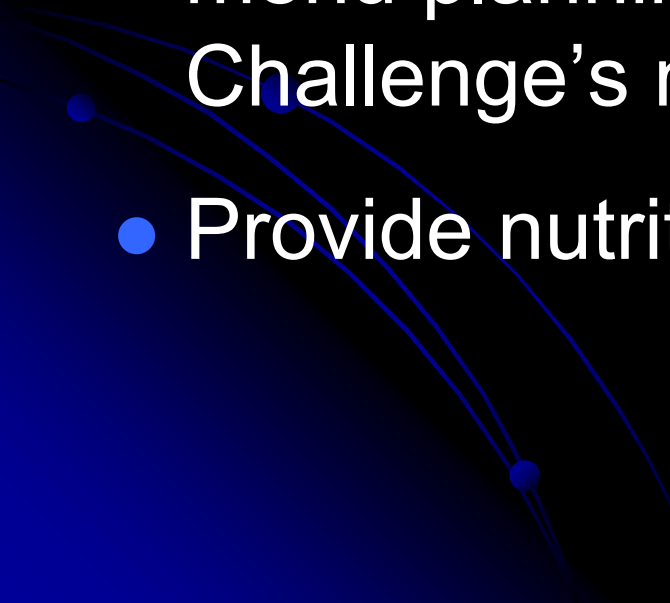
- Taken steps to improve their school nutrition environments
- Improved the quality of foods served
- Provide more nutritious, healthy choices



How Does It Work?

- This is a voluntary activity
 - Elementary schools may apply for Silver or Gold certification
 - Meet or exceed criteria
 - Certification is for a two-year period
- 

Silver Criteria

- Be an elementary school
 - Be a Team Nutrition School
 - Offer lunches that demonstrate healthy menu planning practices and meet The Challenge's nutrition standards
 - Provide nutrition education
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Silver Certification Criteria (cont'd)

- Provide opportunity for physical activity on a daily basis
- Maintain an Average Daily Participation in school lunch of at least 70%
- Adhere to The Challenge's nutrition standards for foods and beverages served or sold outside the school meals

Lunch Menu Weekly Criteria

- 3 fruits & 5 vegetables
- Dark green/orange fruit or vegetable
- Fresh fruit/raw vegetable
 - 3/w
- Whole grain foods
 - 3/w
- Vitamin C
- 4 different entrées or meat/meat alternate; limit higher fat entrées
- Dried beans/peas
- Iron
- Lowfat/nonfat milk

Criteria for Competitive Foods

- Any fruit or non-fried vegetable
- Reduced fat, lowfat, nonfat milk
- 100% juice
- Water
- Other food/beverage:
 - $\leq 35\%$ of calories from fat
 - $\leq 10\%$ of calories from saturated fat
 - $\leq 35\%$ total sugar
 - À la carte portion size not to exceed NSLP portion
 - Individual packages not to exceed 200 calories

Gold Certification

- School meets all Silver criteria
- Adheres to The Challenge's nutrition standards (for Silver) about competitive foods throughout the school day, anywhere on the school campus
- Offers daily lunches with
 - fresh fruit or raw vegetable
 - whole grain food

Step 1 - Certification Review Panel

- Foodservice manager and district-level foodservice director
- Team Nutrition school leader
- Parent organization representative
- A school nurse, CSH representative, PE or classroom teacher
- School principal or administrator

Step 2 – State Agency Validation

- The application packet is complete
- Submitted menus meet criteria
- SFA has completed SMI review activities; no outstanding CRE audit issues or claims
- Nutrition education and physical activity
- ADP at least 70% of enrollment
- Foods and beverages meet criteria

Application Packet

Step 3

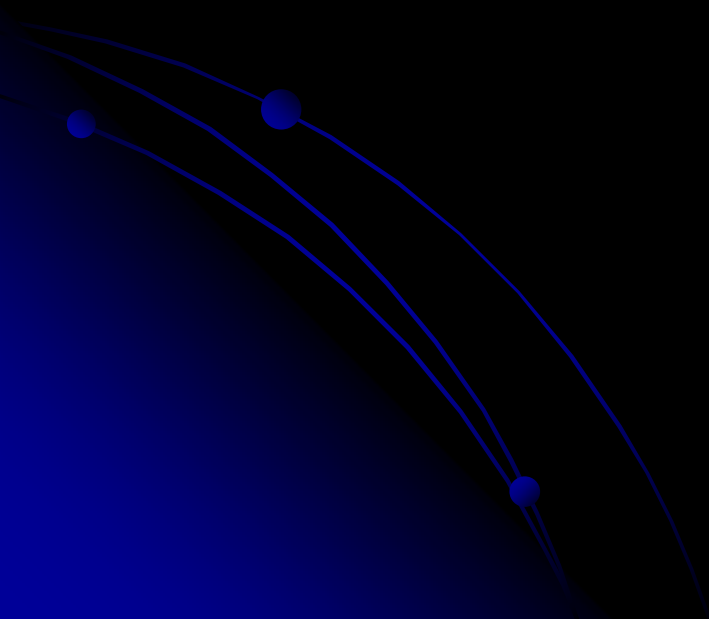
- State submits application to FNS Regional Office

Step 4

- Region reviews and submits application to FNS Headquarters
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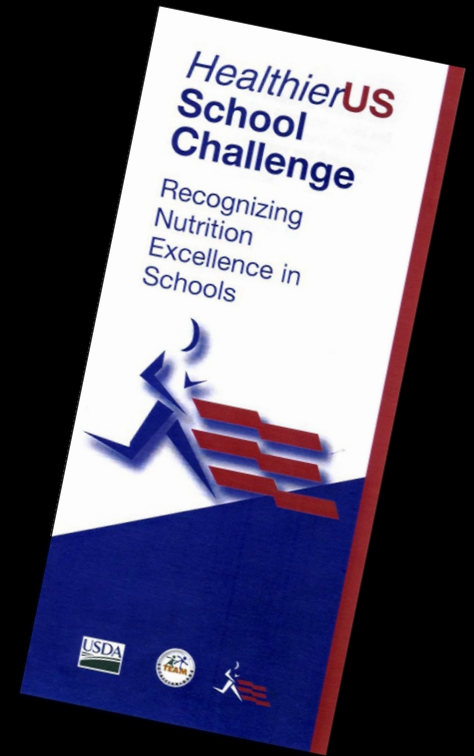
School Recognition

- School receives a plaque
- School is recognized on the Team Nutrition website



HealthierUS School Challenge

Application packet,
criteria & instructions,
frequently asked questions,
and resources:



www.fns.usda.gov/tn/HealthierUS/index.html



MAKING IT HAPPEN!

**SCHOOL NUTRITION
SUCCESS STORIES**



Where's the Competitive Food?

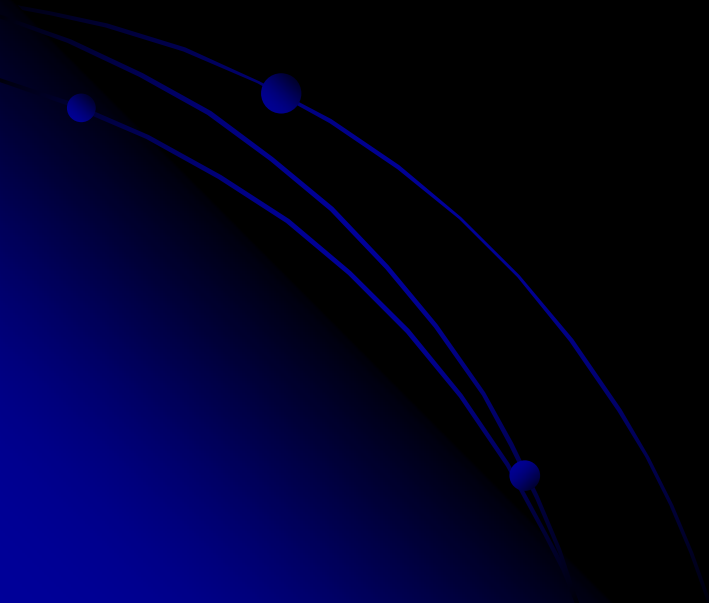
- Cafeteria – à la carte
- Vending machines
- School stores
- Parties and classroom snacks
- Concession stands
- After school programs
- Staff and parent meetings
- Fundraising activities

Success Stories

- Developed by FNS-Team Nutrition and CDC-DASH with support from ED
- 32 stories on improving competitive foods
- Variety of schools
- Practical, “how-to” resource
 - Types of changes schools can make
 - Descriptions of action taken
 - Support materials (i.e., policies, posters)

Believe It!

- Students will buy and eat healthful foods and beverages
- Schools can make money from selling healthful options



Six Approaches

- Establish nutrition standards
- Influence food and beverage contracts
- Make more healthful foods and beverages available
- Adopt marketing techniques to promote healthful choices
- Limit student access to competitive foods
- Use fundraising activities and rewards that support student health

Nutrition Standards for Competitive Foods

- Set standards for vending and à la carte
(Old Orchard Beach, ME)
- Passed a comprehensive policy that included:
 - the nutrition environment and education
 - school meals
 - staff development
 - parental involvement
(Cortland, NY)

Food and Beverage Contracts

- Negotiated within an existing contract
(Bozeman, MT)
- Rejected a contract and developed
a nutrition policy
(Columbia, SC)
- Permitted school food services to take
over vending
(Oceanside, CA and Fairfax, VA)



Fayette County Public Schools Lexington, KY

- Negotiated contract to increase revenues and healthful options
- Increased up-front payment by \$400,000
- Received a higher commission for healthful items
- Sold healthful items at a lower price
- Used a parent with knowledge of the food industry to write the RFP

Central Middle School, Whitefish, MT

Principal Kim Anderson initiated changes:

- Replaced all pop machines with bottled water and 100% juice
- Eliminated candy during school hours
- Reported:
 - An increase or no change in net revenue for vending and à la carte
 - Decrease in behavior problems

"You cannot put a price on the benefits of good nutrition."

More Healthful Food and Beverage Choices

- All the success stories added new items such as:
 - Water
 - Milk
 - Submarine sandwiches
 - Air-popped popcorn
 - Fresh fruit
 - Multigrain bars
 - Sunflower seeds
 - Apple wedges with cheese sticks
 - Carrots with ranch dressing



Market Healthful Choices

21 stories used marketing techniques:

- Asked students what healthful products to offer
- Promoted products to create awareness and motivation to try them
- Placed products so they are easy to choose
- Priced products to give healthful items a competitive advantage

Waiakea High School, Hilo, HI

Students from a marketing class:

- Increased types of healthful beverages and snacks
- Used:
 - Flyers and banners
 - Advertisements and announcements on PA system
 - Jingles - “Who Let the Cows Out, Moo, Moo, Moo, Moo-Moo”
- Obtained a lower price for healthful foods from their supplier

Limit Student Access to Competitive Foods

- Limited access to:
 - Soft drinks during the school day (Bozeman, MT)
 - All but the milk machine during the school day (Cambridge, NY)
 - Less healthful foods until the end of the last lunch period in high schools and entire school day in middle schools (Mercedes, TX)
 - Large portion sizes of desserts (Nash-Rocky Mount, NC)

Fundraising and Student Rewards

- Prohibited the sale of foods of low nutritional value as fundraising items (Austin, TX)
- Encouraged the use of vending policy to guide school fundraising (Calais, ME)
- Replaced a pizza reward program with a “walk with the principal” program (Vienna, VA)
- Converted a student council morning “candy cart” into a “breakfast cart” (Williston, ND)

McComb School District, McComb, MS

- Banned candy as a fundraiser
- Added pre-packaged salads at lunch
- Surveyed students about food preferences
- Developed partnerships with pediatricians
- Changed items in vending machines, with an increase in revenue

"Kids will buy whatever is there."

Pat Cooper, Superintendent

Learning From Success

- Students will buy and consume healthful foods and beverages and schools can make money from healthful options
- Anyone can be a champion
- A team approach is important
- Assessment is a useful first step

Learning From Success

- Steps can be big or small
 - Change is a destination and a process
 - Change is occurring at all levels
 - Data are needed on the impact of change
- 